

"Old Gold's smoothness was so *obvious*"  
 said Miss Anne Morgan  
 after the *Blindfold* Cigarette test

"A decorator once told me that to appreciate the texture of a fabric or the glaze of a vase one's eyes should be closed. And to enjoy the fragrance of a perfume one should close one's eyes . . . one's other senses seem all the keener. That was the convincing thing about the blindfold test. The aroma and the flavor of one cigarette were so marked . . . the smoothness so obvious that I chose it instantly. It proved to be the OLD GOLD."

*Anne Morgan*



MISS ANNE MORGAN

daughter of the late J. P. Morgan, resembles her distinguished father in both ability and breadth of vision.



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Made from the *heart-leaves*  
 of the tobacco plant



Why you can pick them  
 . . . . . even in the dark!

In this scientific cigarette test a *blindfolded* smoker tries four leading brands. The only question asked is, "Which one do you like best?"

Why should one cigarette win time after time? What gives Old Golds their captivating charm? The answer is very simple: *heart-leaf* tobacco. No

heavy, coarse *top leaves* of the tobacco plant . . . no withered *ground leaves*. Only the cool and fragrant *heart-leaves* are good enough for Old Gold.

It's sheer quality that gives Old Golds their *honey-like smoothness*. Do you wonder that they win . . . even in the dark?

SMOOTHER... *BETTER*

"not a cough in a carload"